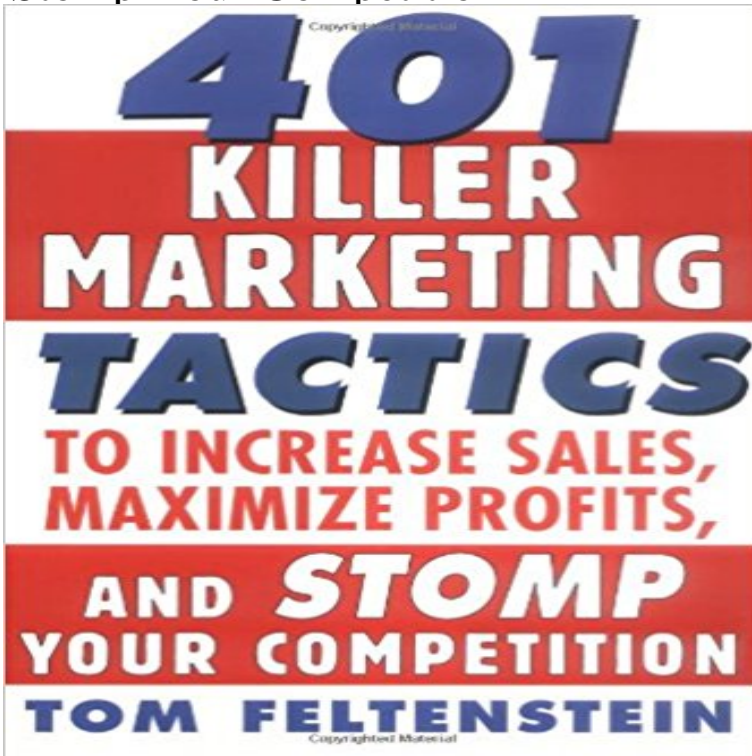


401 Killer Marketing Tactics to Maximize Profits, Increase Sales and Stomp Your Competition



Surefire, down-and-dirty guerrilla marketing tactics for businesses of all sizes

Lottery ticket giveaways, discounts for customers who rip competitors ads out of the yellow pages, paying people to picket your store with signs proclaiming your low prices and great service . . . These are just three of the hundreds of cheap, surefire marketing tactics contained in 401 Killer Marketing Tactics to Increase Sales, Maximize Profits, and Stomp Your Competition. Expert Tom Feltenstein arms you with a veritable encyclopedia of tested-in-the-trenches marketing and promotional solutions. This fully revised and updated edition of Feltensteins acclaimed guide features: Real-world examples from dozens of Feltenstein clients, including Disney, Ben and Jerrys, Texaco, Coca-Cola, Hyatt, and more An encyclopedia format designed for ready reference A different idea on each page--and how to make it happen

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401 Killer Marketing Tactics to Maximize Profits, Increase Sales and Stomp Your Competition **501 Killer Marketing Tactics to Increase Sales, Maximize Profits, and** 401 Killer Marketing Tactics to Maximize Profits, Increase Sales and Stomp Your Competition. Front Cover. Tom Feltenstein. McGraw Hill Professional, Dec 21, **401 Killer Marketing Tactics to Maximize Profits, Increase Sales and** This pdf ebook is one of digital edition of 401 Killer Marketing. Tactics To Maximize Profits Increase Sales And Stomp Your Competition that can be search along **401 Killer Marketing Tactics to Maximize Profits, Increase Sales and** 501 Killer Marketing Tactics to Increase Sales, Maximize Profits, and Stomp Your Competition: Revised and Expanded Second Edition (Marketing/Sales/Adv **Tom Feltensteins Encyclopedia of 401 Proven Killer Promotional** This pdf ebook is one of digital edition of 401 Killer Marketing. Tactics To Maximize Profits Increase Sales And Stomp Your Competition that can be search along **501 Killer Marketing Tactics to Increase Sales, Maximize Profits, and** 501 Killer Marketing Tactics to Increase Sales, Maximize Profits, and Stomp Your Competition - years back, marketing super-guru Tom Feltenstein in 401 Killer Marketing Tactics rewrote the book on high-impact marketing that works. Fast-forward to today and new technologies, more sophisticated consumers/competitors, **401 Killer Marketing Tactics to Maximize Profits, Increase Sales and** 401 Killer Marketing Tactics to Maximize Profits, Increase Sales and Stomp Your Competition by

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